

Wireless Oakland:

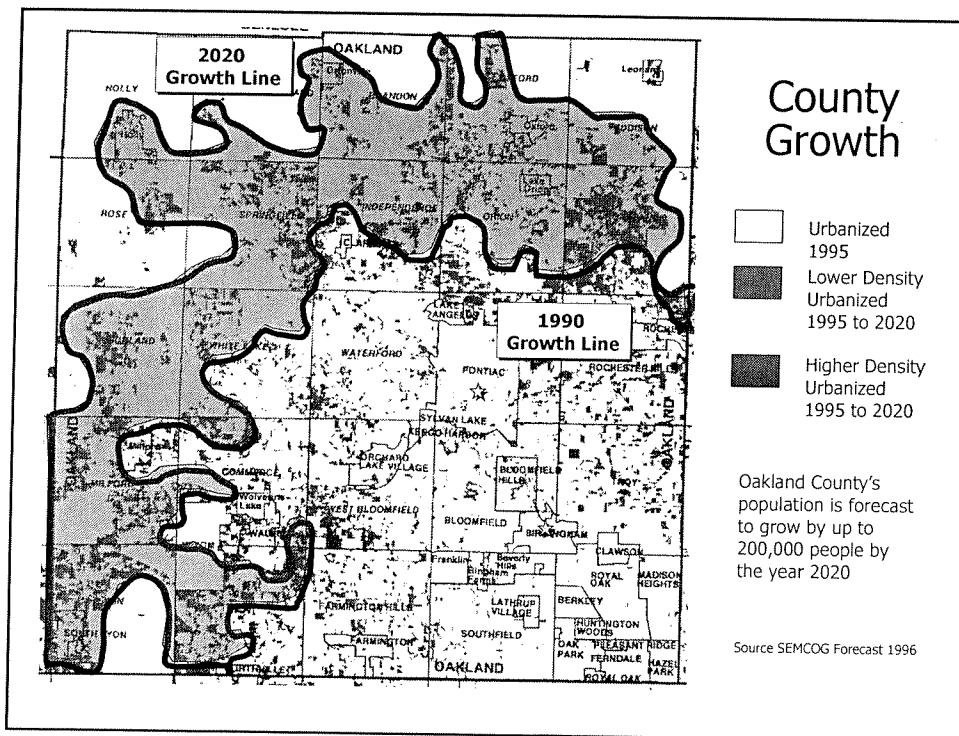
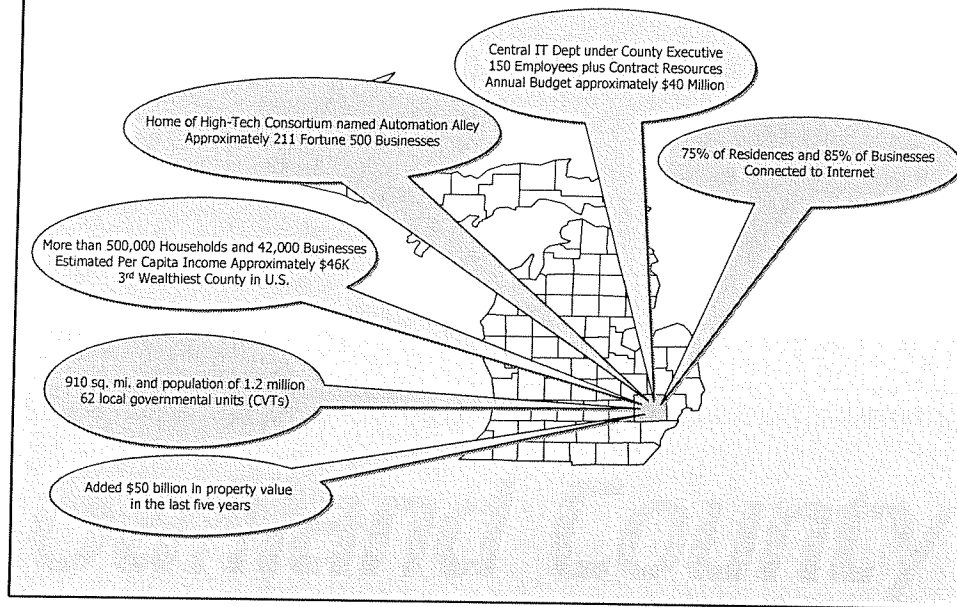
Building the community and workforce of tomorrow...

Briefing for State Legislature
June 1, 2005

Wireless Oakland: Project Goals & Benefits

Phil Bertolini, Chief Information Officer

Oakland County Overview



Project Goals

- To blanket Oakland County with **wireless internet service**
- To break down the **digital divide** by offering “no-cost” or “low-cost” PCs, wireless technology, and training to underserved populations within Oakland County
- To **enhance** the commercial and residential character of the County by **embracing technology** in county and local planning practices

Project Benefits

- Enhance Oakland County’s ability to **attract** and **retain** high-tech and nanotechnology **businesses**
- Enhance Oakland County’s **residential character**
- Support a **growing mobile workforce** in public and private sectors

Project Benefits

- Elevate the **technical knowledge** of Oakland County's workforce
- Support the County's continued provision of **eGovernment services** and allow elected officials to "push" digital information to larger constituent groups

Call to Action

- Partners are a key component of this initiative:
 - Local government
 - Private industry
 - Educational community
 - Automation Alley
 - GLIMA
 - Michigan Broadband Authority
 - **Legislature**

Wireless Oakland Public Corporation Overview

WOPC Overview

- The County and other interested public entities will create a public corporation (WOPC) to collect and pool their respective public assets
- The WOPC **WILL NOT** own or operate the wireless network
- WOPC will create unique partnership(s) and facilitate access to the assets necessary to build-out and operate the wireless network
- WOPC will license the use of collected assets to private partners on a non-exclusive, non-interfering basis

WOPC Overview

- Private partners shall not have any permanent or exclusive rights to these public assets
- Private sector advisory committee will be formed and report to WOPC
- Key governance issues:
 - Quality of service and technology integration
 - Wireless Oakland “captive portal” content

County-wide Wireless Internet Service Project Overview

Project Overview

- Oakland County **will not** own or operate wireless network
- Will leverage public assets (infrastructure) already funded by county taxpayers
- Will provide incentive for private sector implementation and partner with technology provider(s) to offer service

General Requirements

- To provide "open-air" and "in-building" wireless internet service that **compliments** broadband services currently provided throughout the County
- A portion of the wireless internet bandwidth will be **free** to all residents, businesses and visitors of Oakland County
- WISP(s) will be permitted to **sell**, and **profit** from, **additional services** above and beyond those free services
- Public entities and/or the WOPC **will not** be allowed to financially benefit from the "for-fee" services

General Requirements

- The wireless internet service will be provided in **rural** and **urban** areas so **county-wide** coverage can be ensured
- The wireless internet service will support **"consumer-based"** technologies
- Access to the wireless internet service will be provided through standard **captive portal** and single log-in database that provides uniform user experience
- Public tax dollars and/or grant monies **will not** be used to subsidize the provision of wireless internet service

Private Partner Selection

- Released RFQ and seeking proposals for **"full service"** internet service providers who offer:
 - Wireless network architecture, design, and hardware procurement services
 - Hardware installation, ISP connectivity, and operation/maintenance services
 - Marketing, and customer/technical support services
- Responses must detail:
 - Business Model, Technical Solutions, Implementation and Support Services

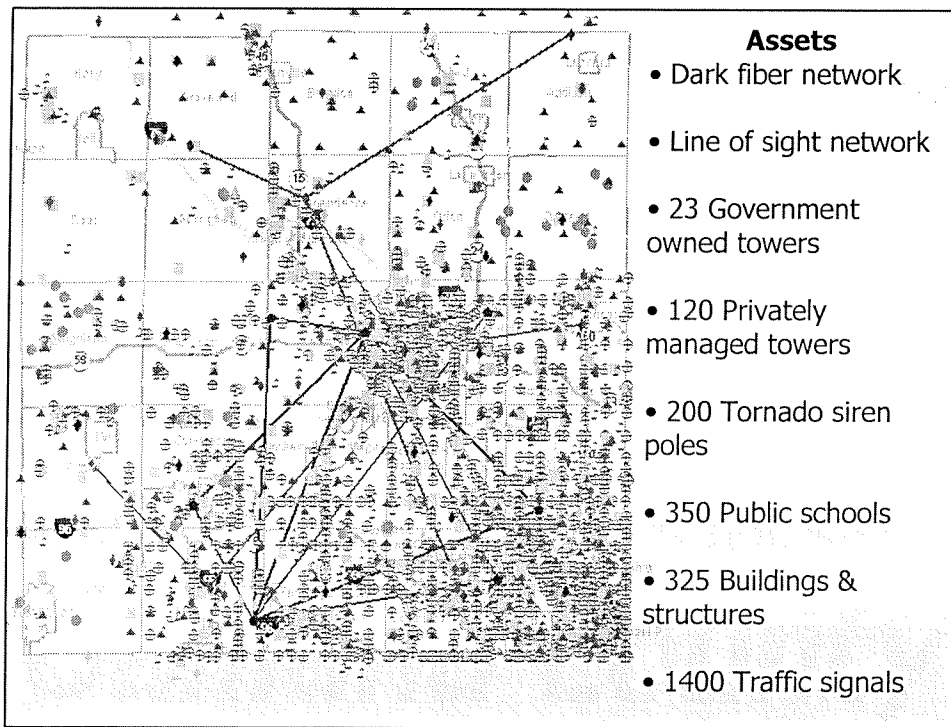
Private Partner Criteria

- Business Model
 - Public or “Free” Services, User Fees and Services, Sustainability Plans
- Experience and Corporate Viability
- Implementation Approach
 - Technology Solutions, Support Services, Proposed Coverage Areas
- Creative Solutions

Wireless Oakland Asset Inventory

Asset Inventory

- Existing Private Sector Partnerships
 - Private Tower Companies
 - Automation Alley
- Existing Public Sector Partnerships
 - CVTs, RCOC, OCDC, MBDA
- Physical Infrastructure



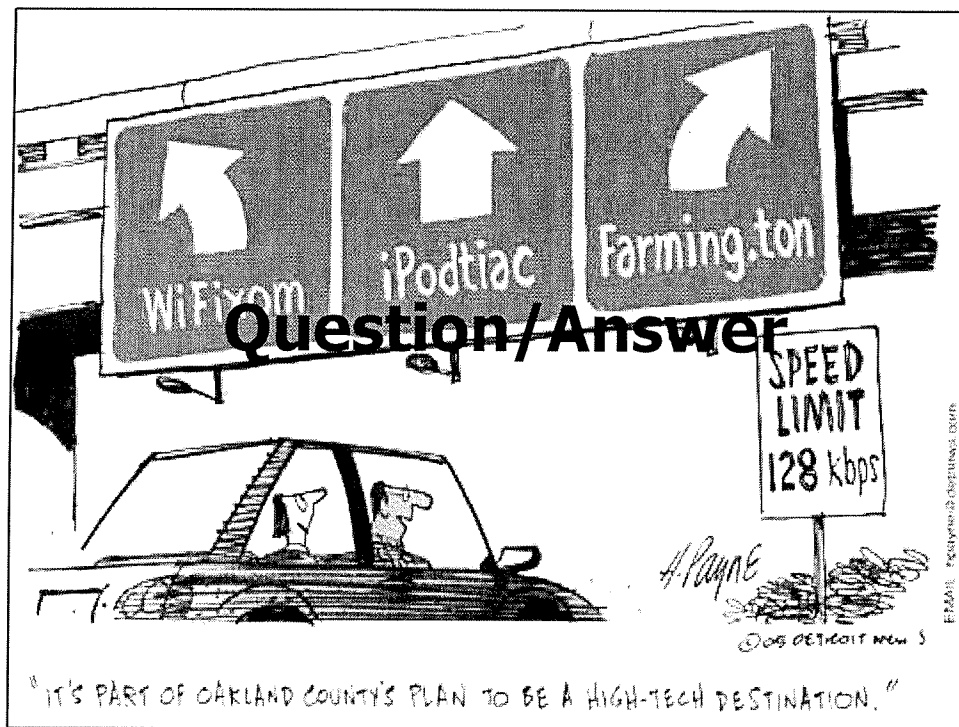
Asset Summary

- Approximately 2400 inventoried to date
 - Worth hundreds of millions of dollars
- Additional assets pledged by future partners

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|----------------|---|
| February 2005 | County Executive L. Brooks Patterson announces Wireless Oakland initiative at his State of the County Address. |
| March 2005 | Wireless Oakland Project Team holds a Public and Private Sector Summit to gather feedback on the initiative. Over 300 individuals from the private sector and more than 100 individuals from the public sector attend the two events. |
| April 29, 2005 | Wireless Oakland Project Team releases its Request for Qualifications (RFQ). The RFQ is downloaded more than 500 times in the first week. |
| May 1, 2005 | Over 20 local governments in Oakland County submit requests to be Wireless Oakland pilot communities. |
| May 25, 2005 | Approximately 80 individuals representing 45 private sector companies from throughout the country attend the Wireless Oakland RFQ Pre-Bid Meeting. |
| June 27, 2005 | Submission deadline for the Wireless Oakland RFQ responses. |
| July 2005 | The Wireless Oakland Public Corporation formed. |
| August 2005 | Wireless Oakland Private Sector partners selected. Wireless Oakland Pilot Communities also selected. |
| September 2005 | Wireless Oakland Demonstration Project conducted. |
| Fall 2005 | The Wireless Oakland Pilot Projects begin. |
| Early 2007 | Wireless Oakland build-out complete. |

Closing Comments

- Oakland County is a unique opportunity...
 - Highly educated, affluent community
 - Concentrated broadband consumption
 - Strong public sector leadership
 - Committed public sector partners
 - Valuable public assets available



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